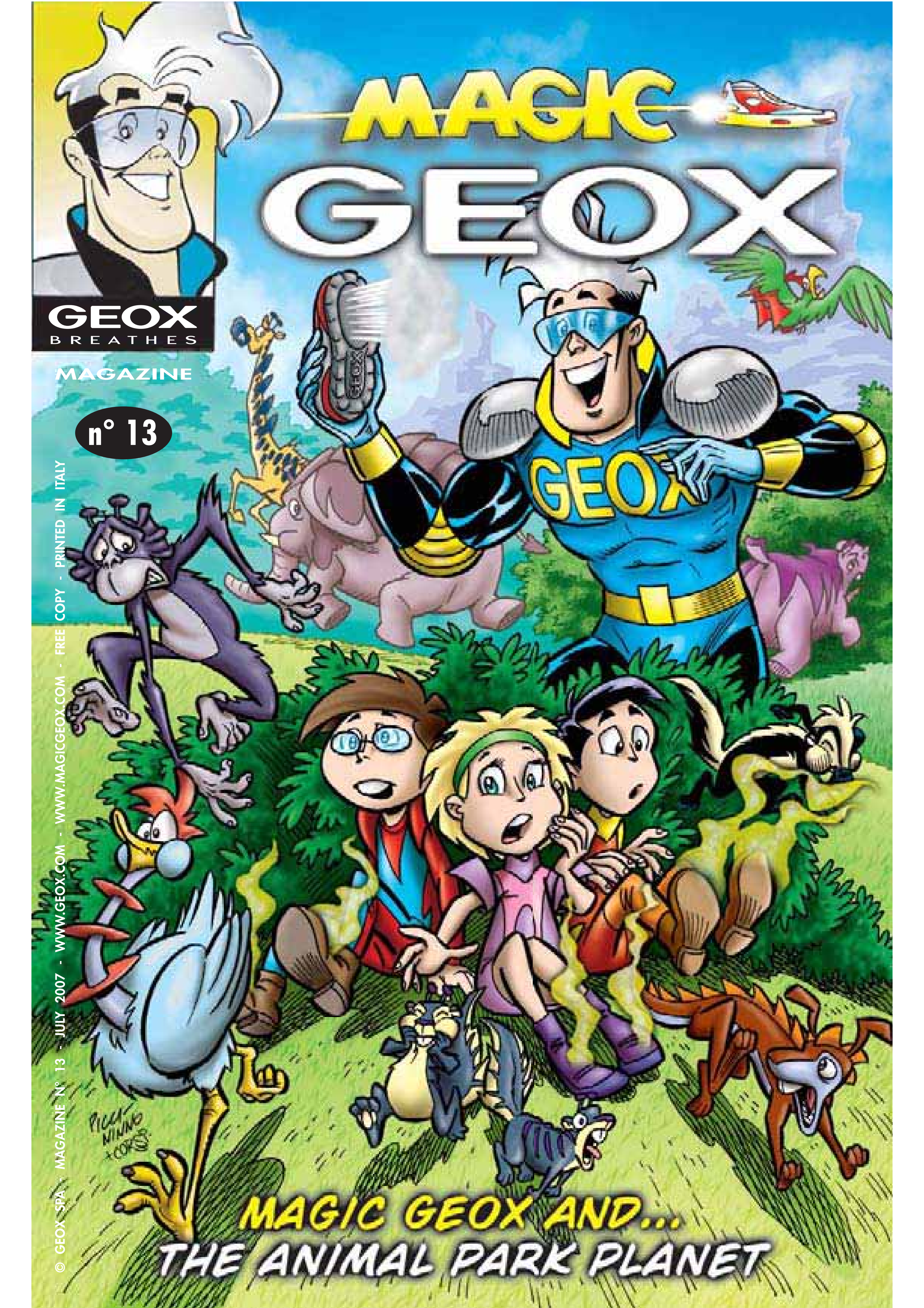

MAGIC GEOX
GEOX
BREATHES
MAGAZINE
n° 13
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GEOX
MAGIC GEOX AND...
THE ANIMAL PARK PLANET

THE CHARACTERS

MOLECULE OF SWEAT VAPOR

DROP OF WATER

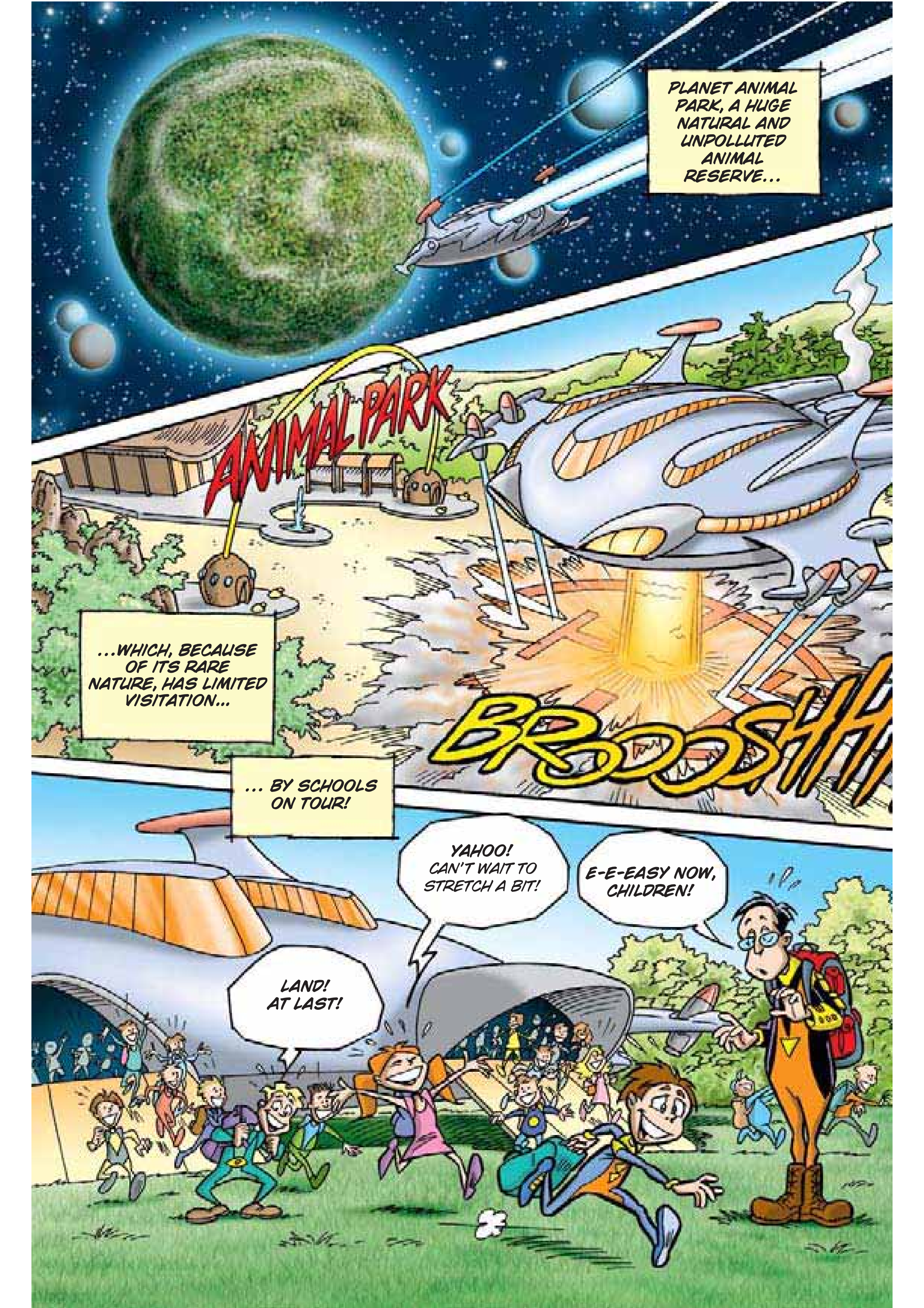
THE PARK RANGER

PRICKLES

MAGIC GEOX

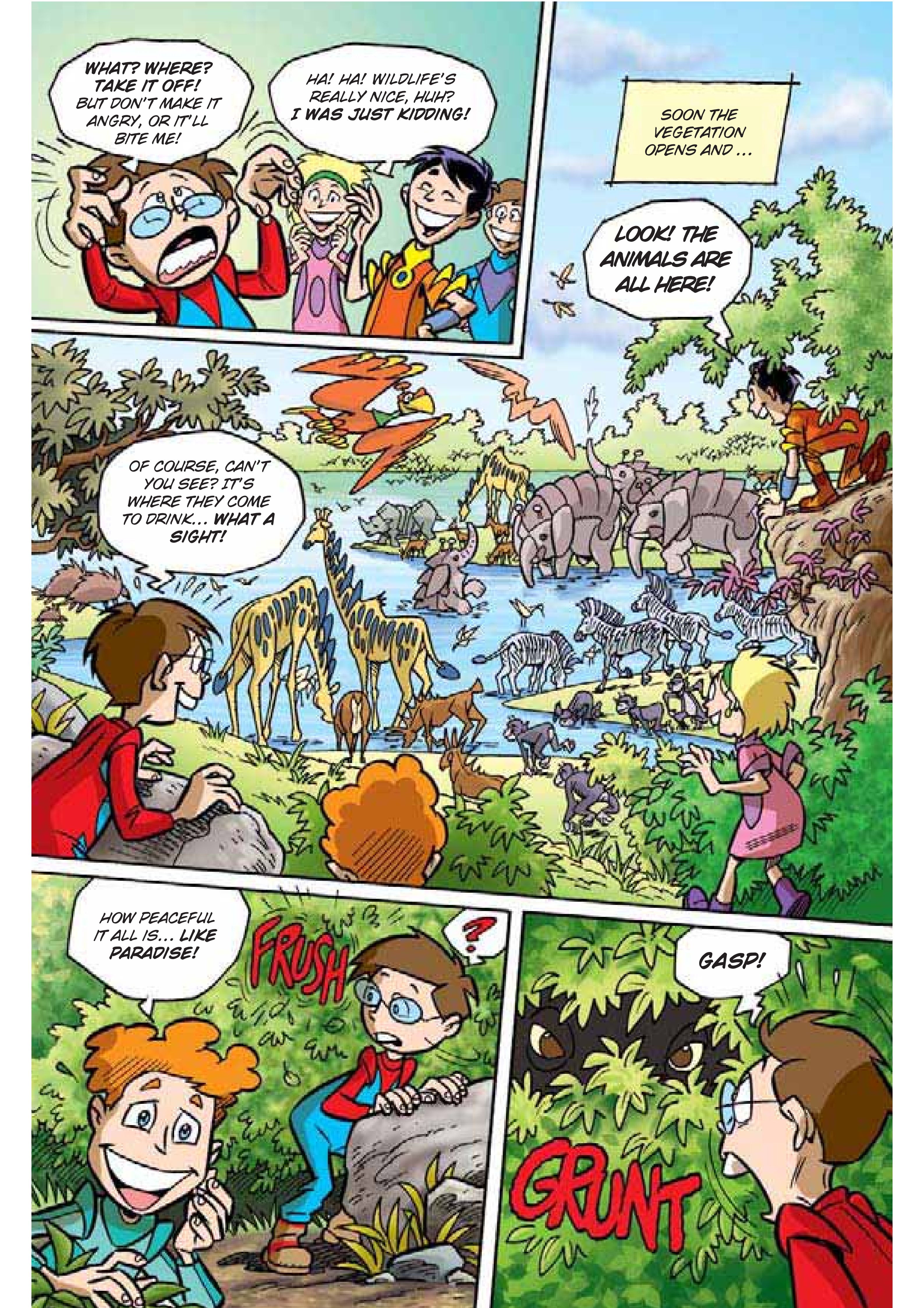
THE TEACHERS

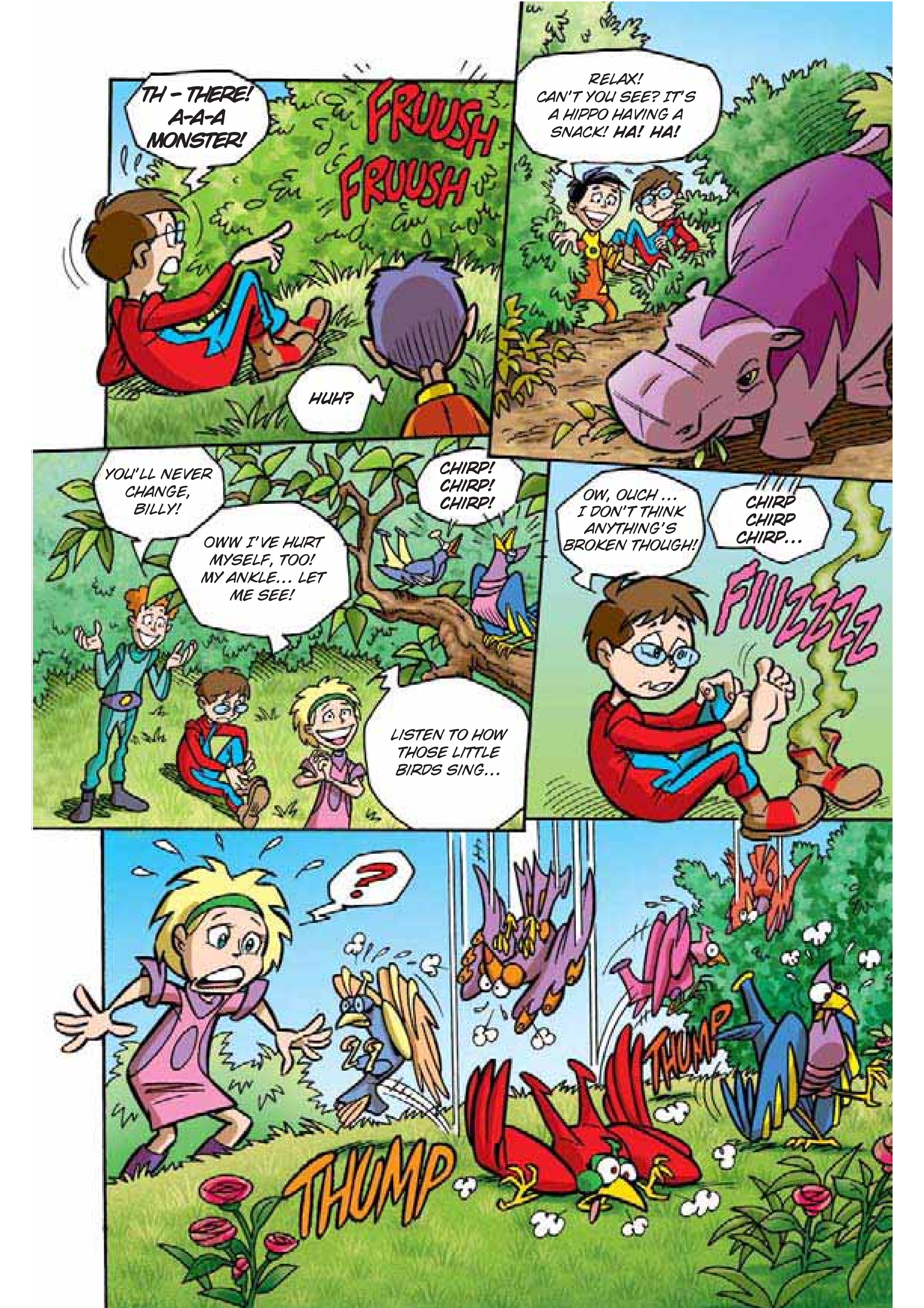
BILLY, MARY & C.


PLANET ANIMAL PARK, A HUGE NATURAL AND UNPOLLUTED ANIMAL RESERVE...
ANIMAL PARK
...WHICH, BECAUSE OF ITS RARE NATURE, HAS LIMITED VISITATION...
BROOOSHH
... BY SCHOOLS ON TOUR!
YAHOO! CAN'T WAIT TO STRETCH A BIT!
E-E-EASY NOW, CHILDREN!
LAND! AT LAST!

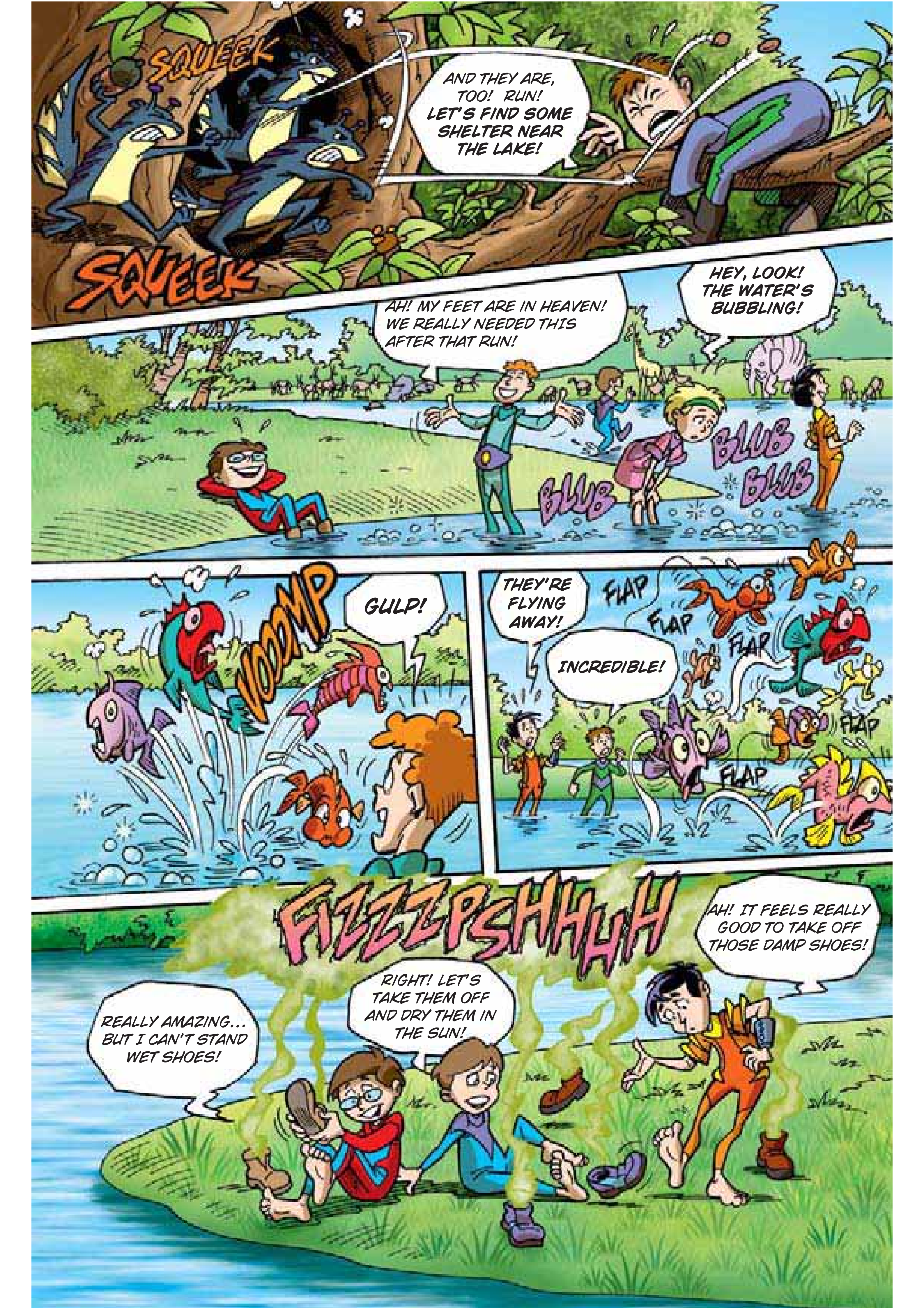

BUT, SIR... WE'VE BEEN SITTING FOR HOURS!
I UNDERSTAND THAT, BILLY.... BUT TRY TO UNDERSTAND! WE HAVE A LOT OF THINGS TO DO AND ...
THAT'S ENOUGH! PROCEDURES MUST BE FOLLOWED! GET IN LINE, AND COOPERATE!
YES, MA'AM!
ADAM, WE HAVE TO GATHER ALL THE CHILDREN TOGETHER AND SET UP THE TENT. WHERE'S THE PARK RANGER?
THERE HE IS! HE'S COMING!
WELCOME TO PLANET ANIMAL PARK! THE RESERVE WHERE NATURE REIGNS SUPREME!
THANK YOU!
CHILDREN! LISTEN TO THE PARK RANGER!
ANIMALS FROM EVERY PART OF THE WORLD HAVE BEEN BROUGHT HERE TO AN IDEAL ENVIRONMENT WHICH ALLOWS THEM TO LIVE PROTECTED AND IN HARMONY!


ONLY **SELECTED SCHOOLS** MAY VISIT... AND ONLY ONCE A WEEK!
HUMF! WHAT A BORE! THIS IS MAKING ME SLEEPY... ARE WE READY?
YES! I'VE TOLD THE OTHERS TOO... **AT THE SIGNAL, WE RUN!**
HERE YOU MAY SEE AND APPRECIATE LIVE ANIMALS THAT BEFORE YOU HAVE ONLY SEEN IN YOUR BOOKS, BUT YOU MUST REMEMBER TO TREAT THEM WITH THE RESPECT THEY DESERVE...
COME ON, GUYS... **LET'S MOVE!**
KEEP QUIET! AT LEAST UNTIL WE GET TO THE FOREST... OR THEY'LL HEAR US!
HOORAY! FREE TO EXPLORE!
THEY'RE SO BUSY PUTTING UP THE CAMP ... THAT WE'LL BE BACK BEFORE THEY MISS US!
RIGHT! SO WE CAN DISCOVER ALL OF THE COOL ANIMALS ON OUR OWN!
YEAH! TOO BAD THERE'S **A HAIRY SPIDER WALKING ON YOUR HEAD!**


WHAT? WHERE? TAKE IT OFF! BUT DON'T MAKE IT ANGRY, OR IT'LL BITE ME!
HA! HA! WILDLIFE'S REALLY NICE, HUH? I WAS JUST KIDDING!
SOON THE VEGETATION OPENS AND ...
LOOK! THE ANIMALS ARE ALL HERE!
OF COURSE, CAN'T YOU SEE? IT'S WHERE THEY COME TO DRINK... WHAT A SIGHT!
HOW PEACEFUL IT ALL IS... LIKE PARADISE!
FRUSH
?
GASP!
GRUNT


TH – THERE! A-A-A MONSTER!
FRUUSH
FRUUSH
HUH?
RELAX! CAN'T YOU SEE? IT'S A HIPPO HAVING A SNACK! HA! HA!
YOU'LL NEVER CHANGE, BILLY!
OWW I'VE HURT MYSELF, TOO! MY ANKLE… LET ME SEE!
CHIRP! CHIRP! CHIRP!
LISTEN TO HOW THOSE LITTLE BIRDS SING…
OW, OUCH … I DON'T THINK ANYTHING'S BROKEN THOUGH!
CHIRP CHIRP CHIRP…
FIIIZZZZ
?
THUMP
THUMP


HEY! WHAT'S THAT HIPPO DOING? WHAT DOES HE THINK HE IS? A MOLE?
FRUMP
FRUMP
DID YOU SEE THAT, BILLY?
BILLY? WHERE ARE YOU?
UNDER HERE!
THAT HIPPO BURIED ME! HUMPH!
HELP! HERD AHEAD! LET'S TAKE SHELTER IN THAT TREE!
MAYBE OUR TEACHER WILL EXPLAIN WHY THEY'RE BEHAVING LIKE THIS!
ZZZZZZ ZZZZZ ... YUK!
IT'S ALL SO WEIRD!
HEY! THEY'RE AFTER US!


SQUEEK
AND THEY ARE, TOO! RUN! LET'S FIND SOME SHELTER NEAR THE LAKE!
SQUEEK
AH! MY FEET ARE IN HEAVEN! WE REALLY NEEDED THIS AFTER THAT RUN!
HEY, LOOK! THE WATER'S BUBBLING!
BLUB
BLUB
BLUB
VOOOMP
GULP!
THEY'RE FLYING AWAY!
INCREDIBLE!
FLAP
FLAP
FLAP
FLAP
FLAP
FIZZZPSHHUH
AH! IT FEELS REALLY GOOD TO TAKE OFF THOSE DAMP SHOES!
REALLY AMAZING... BUT I CAN'T STAND WET SHOES!
RIGHT! LET'S TAKE THEM OFF AND DRY THEM IN THE SUN!

THE EFFECT IS IMMEDIATE…

I CAN'T BELIEVE IT! THE ZEBRA HAS LOST ITS STRIPES!

CLUNK

ALL OF THE ANIMALS TRY TO FIND SHELTER SOMEWHERE …

BUMP BUMP BUMPA BUMP BUMP BUMA

WHEW! THAT WAS CLOSE… HE NEARLY FLATTENED US!

LISTEN! IT SOUNDS LIKE A DRUM! WHO DO YOU THINK IS PLAYING IT? AND WHY?

THE SOUND CALLS ALL OF THE CONFUSED ANIMALS TOGETHER…

... EVEN CLIMBING UP THE GIRAFFE'S NECK!

A RHINO! IT LOOKS LIKE HE'S DAZE...

LET'S HIDE IN THAT CAVE BEFORE HE CRASHES INTO US!

...LEADING THEM ALL TO THE SAME PLACE!

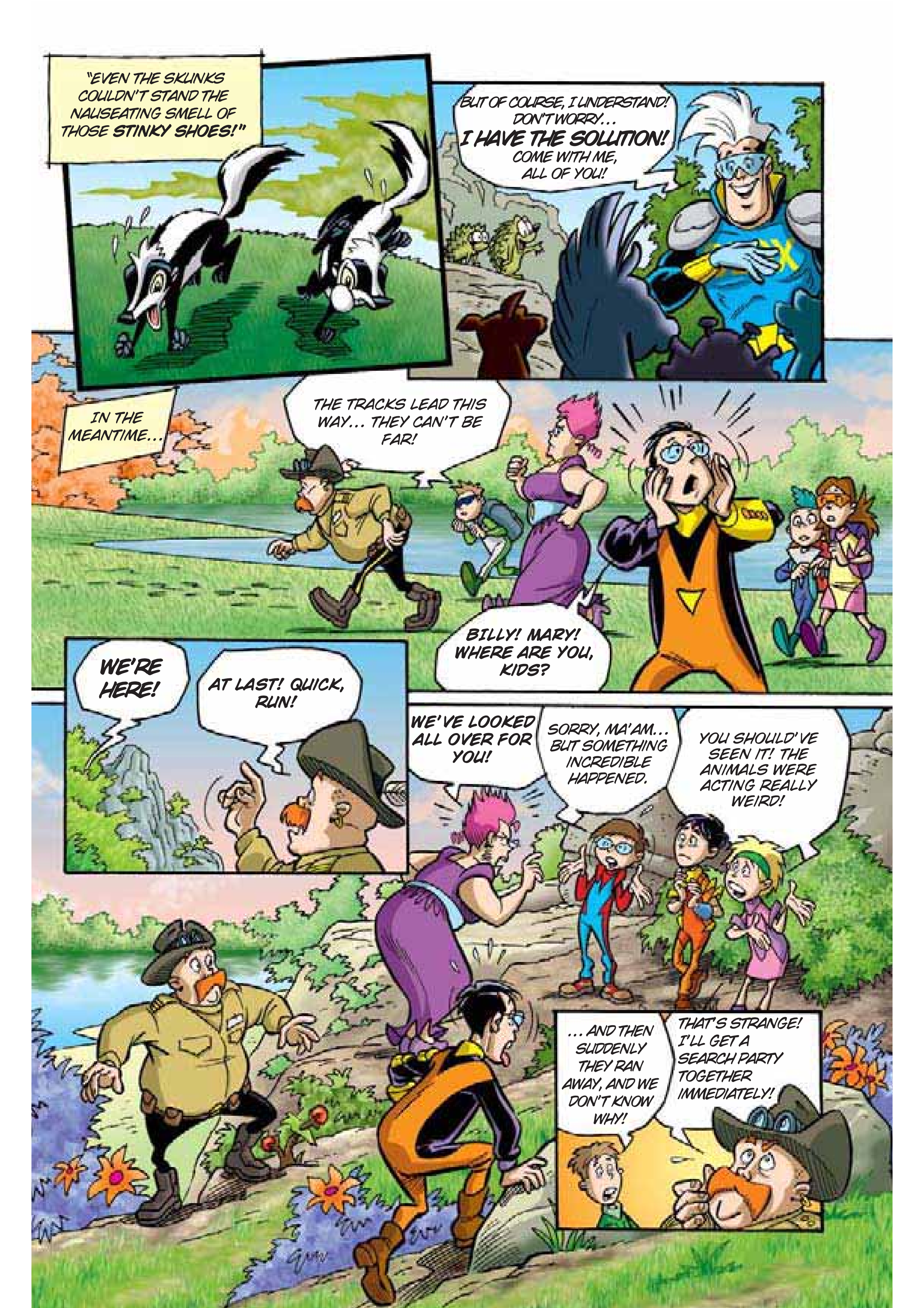
BUMPA BUMP BUMP BUMP

SQUEEEET!

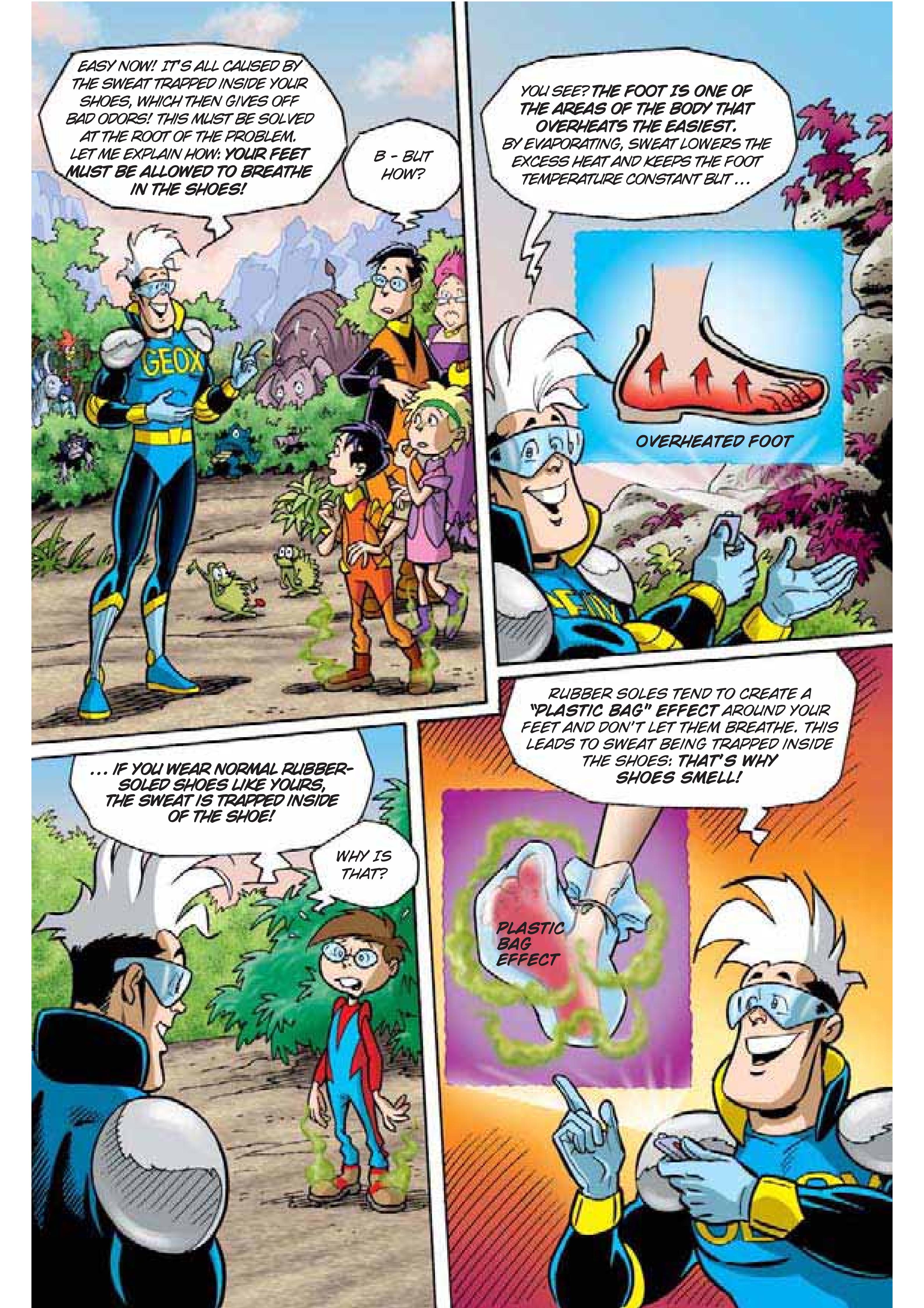
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SQUEET!
WHAT'S THAT, PRICKLES? A HEDGEHOG IN NEED? A TOXIC CLOUD IN THE PARK? LET ME SEE…
UM … THE RADAR IS SIGNALLING A MOVING MASS ON PLANET ANIMAL PARK! AND THE STINK-O-METER IS RECORDING ENORMOUS LEVELS FOR THE AREA!
BIP BIP BIP
VOOOOSH
LET'S GO AND SEE! WITH THE BIOLOGICAL SONAR WE'LL FIND THE ANIMALS RIGHT AWAY!
BUT…
BIRK BIRK BERIBIRK!*
* MONKEY TRANSLATION: A GIGANTIC SHOE! IT'LL STINK HORRIBLY! TAKE COVER!
THEN…
COME ON, COME OUT… I KNOW YOU'RE IN THERE! TELL ME THE PROBLEM… I'VE GOT A UNIVERSAL TRANSLATOR, I'LL UNDERSTAND YOU!


LET ME HELP YOU!
SQUEET! SQUEET!
WHAT ARE YOU TRYING TO DO, PRICKLES?
WELL DONE! YOU'VE CONVINCED HIM TO COME OUT! BUT WHAT'S HE SAYING? LET ME GET MY TRANSLATOR!
SNIF SNIF
YOU CAN COME OUT, DON'T BE AFRAID! THAT GIANT BOOT DOESN'T STINK!
IT'S OKAY! TELL ME WHAT'S HAPPENED!
WE'LL TRY... BUT WE DON'T THINK YOU'LL BELIEVE US!
GEOX
BUT AT THE END OF THE TALE...
OF COURSE I BELIEVE YOU! IT'S ONLY A BAD ODOR PROBLEM!
ONLY? MY STRIPES ARE STILL SHAKING! NOT TO MENTION THE TURTLE...
... "IT SHUT ITSELF IN ITS HOUSE AND SPUN LIKE A WHEEL TO GET AWAY AS FAST AS POSSIBLE!"
VRRRR


"EVEN THE SKUNKS COULDN'T STAND THE NAUSEATING SMELL OF THOSE STINKY SHOES!"
BUT OF COURSE, I UNDERSTAND! DON'T WORRY... I HAVE THE SOLUTION! COME WITH ME, ALL OF YOU!
IN THE MEANTIME...
THE TRACKS LEAD THIS WAY... THEY CAN'T BE FAR!
BILLY! MARY! WHERE ARE YOU, KIDS?
WE'RE HERE!
AT LAST! QUICK, RUN!
WE'VE LOOKED ALL OVER FOR YOU!
SORRY, MA'AM... BUT SOMETHING INCREDIBLE HAPPENED.
YOU SHOULD'VE SEEN IT! THE ANIMALS WERE ACTING REALLY WEIRD!
...AND THEN SUDDENLY THEY RAN AWAY, AND WE DON'T KNOW WHY!
THAT'S STRANGE! I'LL GET A SEARCH PARTY TOGETHER IMMEDIATELY!


LATER...
LET'S FOLLOW THE TRACKS... WE'LL FIND THEM SOONER OR LATER... BUT WHO KNOWS WHERE ALL THE ANIMALS COULD HAVE GONE!
THEY'RE HERE WITH ME!
GEOX
BUT... WHY DID THEY RUN AWAY? WHAT ARE THEY AFRAID OF?
THE PROBLEM IS YOUR STINKY SHOES!
SNIFF! IT'S TRUE! YOUR SHOES STINK!
SO DO YOURS!... SNIFF... AND A LOT, TOO!
I HAVE TOLD YOU THAT SO MANY TIMES!
UM.... YOUR SHOES STINK, TOO, MA'AM...
IT'S TRUE! SIGH... AND SO DO MINE!
OH! HOW EMBARRASSING!


EASY NOW! IT'S ALL CAUSED BY THE SWEAT TRAPPED INSIDE YOUR SHOES, WHICH THEN GIVES OFF BAD ODORS! THIS MUST BE SOLVED AT THE ROOT OF THE PROBLEM. LET ME EXPLAIN HOW: YOUR FEET MUST BE ALLOWED TO BREATHE IN THE SHOES!
B - BUT HOW?
GEOX
YOU SEE? THE FOOT IS ONE OF THE AREAS OF THE BODY THAT OVERHEATS THE EASIEST. BY EVAPORATING, SWEAT LOWERS THE EXCESS HEAT AND KEEPS THE FOOT TEMPERATURE CONSTANT BUT ...
OVERHEATED FOOT
... IF YOU WEAR NORMAL RUBBER-SOLED SHOES LIKE YOURS, THE SWEAT IS TRAPPED INSIDE OF THE SHOE!
WHY IS THAT?
RUBBER SOLES TEND TO CREATE A "PLASTIC BAG" EFFECT AROUND YOUR FEET AND DON'T LET THEM BREATHE. THIS LEADS TO SWEAT BEING TRAPPED INSIDE THE SHOES: THAT'S WHY SHOES SMELL!
PLASTIC BAG EFFECT


IS THERE A WAY TO CHANGE THIS?
OF COURSE! I HAVE INVENTED A SYSTEM TO LET FEET BREATHE! I'VE MADE HOLES IN THE RUBBER SOLE AND...
GEOX
... I'VE INSERTED THE SPECIAL WATERPROOF AND BREATHABLE MEMBRANE THAT I INVENTED INTO THE PERFORATED RUBBER SOLE; IT ABSORBS AND EXPELS THE SWEAT!
WATERPROOF AND BREATHABLE MEMBRANE
PERFORATED SOLE
YOUR FEET, FREE TO BREATHE NATURALLY, WILL ALWAYS BE AT THE RIGHT TEMPERATURE: COOL AND DRY IN THE SUMMER, AND WARM AND DRY IN THE WINTER!
GEOX
BUT IF THE SOLE IS FULL OF HOLES, WATER WILL LEAK IN AND OUR FEET WILL GET WET!
NO, THEY WON'T! PUT THEM ON AND TRY WALKING IN THE WATER!
IT'S TRUE, YOU'RE RIGHT!
SEE? THE GEOX MEMBRANE DOESN'T LET THE WATER IN!
B-BUT HOW IS THAT POSSIBLE?
GEOX
SPLOSH
SPLASH


THE GEOX MEMBRANE IS MADE FROM AN EXTREMELY POROUS MATERIAL, WITH MORE THAN ONE BILLION MICROPORES PER CM² : EACH ONE OF THESE MICROPORES IS 20,000 TIMES SMALLER THAN A DROP OF WATER – SO THE WATER CAN'T GET INTO THE SHOE – BUT ALSO 700 TIMES BIGGER THAN A MOLECULE OF SWEAT VAPOR, SO IT CAN EASILY PASS THROUGH THE MEMBRANE AND OUT OF THE PERFORATED SOLE.
DROP OF WATER
MOLECULE OF SWEAT VAPOR
THIS IS MY INVENTION! GEOX, THE SHOE THAT BREATHES! A SYSTEM PROTECTED BY AN EXCLUSIVE PATENT!
LOOK HERE! AS THIS SPECIAL THERMOGRAPHIC IMAGE SHOWS, A FOOT WEARING A SHOE THAT I HAVE INVENTED IS MUCH COOLER THAN ONE WEARING A SHOE LIKE YOURS!
GEOX
NO GEOX
WE CAN'T WAIT TO PUT THEM ON!
WOW! FANTASTIC! THEY'RE REALLY COMFORTABLE!
I'LL NEVER TAKE THEM OFF!
I SEE WHAT YOU MEAN!


AND SO...
DON'T BE SAD, PRICKLES... WE'LL COME BACK TO SEE YOUR FRIEND!
GEOX
SQUEAK!
WOOOOSHHH
SQUEAK!
GOOD BYE, MAGIC GEOX! NATURE HERE WE COME! HAVE NO FEAR... AND NO STINK! HOORAY!